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6. The method according to claim 1, wherein said ECL quenching moiety comprises at least one benzene carboxylate moiety.
7. The method according to claim 1, wherein said ECL label comprises ruthenium.
- 5 8. The method according to claim 1, wherein said ECL label comprises osmium.
9. The method according to claim 1, wherein said ECL label comprises a polyaromatic hydrocarbon.
- 10 10. The method according to claim 1, wherein said analyte comprises an oligonucleotide.
11. The method according to claim 1, wherein said analyte comprises DNA.
12. The method according to claim 1, wherein said analyte comprises RNA.
13. The method according to claim 1, wherein said analyte comprises a polypeptide.
14. The method according to claim 1, wherein said analyte comprises an antibody.
- 15 15. The method according to claim 1, wherein said analyte comprises an antigen.
16. The method according to claim 1, wherein said analyte comprises an enzyme.
17. The method according to claim 1, wherein said analyte comprises an enzyme substrate.
18. The method according to claim 1, wherein said analyte comprises a polysaccharide.
19. The method according to claim 1, wherein said known amount of analyte is zero.

20. The method according to claim 1, wherein said reagent having an ECL label and said reagent having an ECL quenching moiety are the same reagent.

21. The method according to claim 1, wherein said reagent having an ECL label and said reagent having an ECL quenching moiety are different reagents.

22. The method according to claim 1, further comprising the steps of:
conducting a chemical reaction on a substrate present in an initial sample composition to produce said analyte in said sample composition prior to step (a); and,
correlating any difference determined in step (b) with the amount of substrate in said initial sample composition.

23. The method according to claim 1, further comprising the step of:
conducting a chemical reaction with the assay mixture prepared in step (a) before the determining of step (b).

24. An assay reagent for use in the method according to claim 1, said assay reagent comprising an ECL quenching moiety, said assay reagent provided in a suitable container.

25. An assay reagent for use in the method according to claim 1, said assay reagent comprising an ECL quenching moiety and an ECL label, said assay reagent provided in a suitable container.

26. An assay reagent kit for use in the method according to claim 1, said assay reagent kit comprising an assay reagent in a suitable container, said assay reagent comprising an ECL quenching moiety, and instructions for performing said method.

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An assay reagent kit for use in the method according to claim 1, said assay reagent kit comprising an assay reagent in a suitable container, said assay reagent comprising an ECL quenching moiety and an ECL label, and instructions for performing said method.

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